

NATO PUBLIC AWARENESS AND EDUCATION PROGRAM

REQUEST FOR PROPOSALS

GUIDELINES FOR PROPOSAL DEVELOPMENT

Public Affairs Section

U.S. Embassy in Zagreb

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1. INTRODUCTION

The Public Affairs section of the U.S. Embassy in Zagreb invites indigenous Croatian non-governmental, non-profit organizations to submit funding proposals for a nationwide public awareness and education program in Croatia on the subject of the North Atlantic Treaty Organization (NATO) in light of Croatia's candidacy for membership in this political and security alliance.

The goal of this program is to promote greater understanding of both the benefits and obligations of membership, which is critical for potential future NATO members such as Croatia. Broad public education and balanced discussion are necessary to achieve this goal, and basic and accurate knowledge of NATO's values, history, structure and activities are needed for informed discussion to occur.

Proposal components may include but are not limited to roundtables and seminars, public discussions and organized debates, speakers, media events and programs, printing and distribution of educational materials, web-based education and discussion, etc. Costs may include those required for education or training of project implementer staff on the subject of NATO.

Requested funding for programs lasting one year may not exceed \$200,000. Applicants are encouraged to seek co-funding from non-U.S. Government sources. Strong preference will be given to partnership projects (coalition of two or preferably more Croatian NGOs).

Deadline for submissions of proposals is November 23, 2007. Programs should commence in January, 2008.

NATO PUBLIC AWARENESS AND EDUCATION PROGRAM

FACT BOX

- **Goal:** To promote greater understanding of both the benefits and obligations of membership, which is critical for potential future NATO members such as Croatia, by encouraging indigenous Croatian NGOs to educate the public and facilitate a balanced and informed discussion on this issue.
- **Applicant Profile:** Indigenous Croatian NGOs and NGO partnerships with creative and innovative approaches to increasing public interest, awareness and understanding of issues related to NATO and Croatia's potential membership in the Alliance.
- **Number of Grants:** One or more, will depend on the nature of proposals; a total of \$200,000 will be awarded.
- **Project Duration:** Up to one year, projects to begin in January 2008.
- **Application Process:** Applicants must submit their proposals by November 23. Proposals will be considered by the Review Committee in December 2007.
- **Grants Awarded:** January 2008.

2. APPLICATION PROCESS

2.1. NATO PUBLIC AWARENESS AND EDUCATION PROGRAM - GRANTEE PROFILE AND ELIGIBILITY CRITERIA

Applicants for NATO Public Awareness and Education Program grants should be indigenous Croatian NGOs that are interested in developing creative and innovative approaches of informing and educating the public about NATO and Croatia's potential membership in the Alliance.

Given the additional impact and value of well-defined partnerships, preference will be given to projects designed and implemented in partnership by more than two indigenous NGOs.

In order to be considered for a NATO Public Awareness and Education Program Grant, applicants must meet ALL of the following eligibility criteria:

Partnership projects:

- All indigenous partnership NGOs must be registered under Croatia's "Law on Associations."
- Lead organization must have been registered for a minimum of 2 years.
- The lead organization must have at least 1 employee, fully employed for the past year (on the basis of a Work Contract – "Ugovor o radu").
- The proposed project will have a nationwide impact.

Individual projects:

- Applicant must be registered under Croatia's "Law on Associations."
- Applicant must have been registered for a minimum of 2 years.
- Applicant must have at least 1 employee, fully employed for the past year (on the basis of a Work Contract – "Ugovor o radu").
- The proposed project will have a nationwide impact.

Applications received from NGOs not meeting the above-listed eligibility criteria will not be accepted for review.

2.2. REVIEW PROCESS AND TIMELINE

The Public Affairs section of the U.S. Embassy will conduct one round of grant reviews in 2007. All applications received by the deadline will be reviewed in this round in December 2007. If funds remain, or no grants are awarded, there will be another Request for Proposal issued in January 2008.

Project proposals must be sent to Ms. Masa Crnjakovic, PA Section, U.S. Embassy, T. Jeffersona 2, 10010 Zagreb by regular mail by November 23, 2007. No faxed or e-mailed applications will be accepted.

U.S. Embassy reserves the right to award one, several, or no grants from applications received.

2.3. APPLICATION PROCESS

All eligible applicants are invited to submit a project proposal of no more than 8 pages for projects submitted by an individual organization or 10 pages for projects submitted by a partnership of NGOs. All proposals should be submitted in English.

For both individual and partnership projects, applicants are required to fill out the forms available at www.usembassy.hr – Announcements – NATO Public Awareness and Education Program: Request for proposals (Suggested Narrative Format and Project Summary).

Budget table should be included in the Suggested Narrative Format, and the applicant should detail the expenses needed to implement proposed activities. The budget table should be submitted in USD, not the local currency. An attached Budget Narrative should justify these expenses in terms of the reasonableness of the cost and the relevance to project activities. For partnership projects, budgets should clearly indicate how the budget is divided among partner organizations. Please indicate budget items that are cost-shared or co-funded by other sources.

Applicants must submit the following:

- One original of the proposal, including Budget Table and Budget Narrative.
- Copy of the Croatian Registration form.

2.4. EVALUATION PROCEDURES AND SELECTION CRITERIA

Upon receipt the Public Affairs section will check all received proposals against eligibility and selection criteria.

Applications are confidential and will be treated as such. The Public Affairs section will establish a Review Committee to assess the applications. The Review Committee will assess and score the applications according to the selection criteria described below, and make recommendations for funding to the Public Affairs section.

NATO PUBLIC AWARENESS AND EDUCATION PROGRAM SELECTION CRITERIA

Technical Merit (Weight 55%)

Project Design/Evaluation

- Do the proposed activities address the goal of the NATO Public Awareness and Education Program?
- How significant will the project's impact be on the wider public (in terms of both the segment of the public affected and the importance of those changes)?
- How will the project generate interest of the public in NATO goals and activities?

- What are the expected short and long-term results of the project and how will the proposed activities achieve these results?
- Does the proposal include reliable provisions for objective evaluation of the project's achievements?

Partnerships/Cooperation

- Will the project be implemented in partnership? If so, are the advantages of partnership justified and well-described and the roles of each partner clearly defined?
- Does the project establish cooperation with other individuals or institutions (Government, media, local and national stakeholders, NGOs other than partnership within the scope of a joint project, etc.)?

Replicability

- Can both the methodology and the results of the public awareness campaign be reproduced by other groups or institutions for use in further study?

Sustainability

- How likely is it that the benefits of the project and/or its activities will continue after the life of the Grant?

Institutional Capacity (Weight 30%)

- Does the applicant have sufficient motivation and capacity to manage the project/grant and to achieve the goals of the project?
- Does the applicant have, or have the ability to hire, staff (full-time and part-time) and volunteers with necessary skills, expertise and experience?
- Does the applicant have the necessary skills, reputation, experience and potential to contribute to NATO Public Awareness and Education Program Goals, as evidenced by:
 - previous experience in education program activities?
 - level of active participation in networks, coalitions and/or forums?
 - demonstrated cooperation with other institutions/sectors?

Financial Plan (Weight 15%)

- Do planned costs ensure optimal delivery of proposed activities?
- How reasonable is the cost related to the results to be achieved?
- Are administrative and overhead costs reasonable?

The Public Affairs section reserves the right to conduct discussions and negotiations with applicants prior to final selection. Once approved by the Review Committee, proposals will be sent to the Office of Press and Public Diplomacy, Bureau of European and Eurasian Affairs, U.S. Department of State for the final technical review and approval.

3. TERMS AND CONDITIONS

NGOs selected for a NATO Public Awareness and Education Program Grant must comply with the following terms and conditions:

3.1. GRANT AGREEMENT

The Grant Agreement, which will be signed by the grantee and the U.S. Embassy, will include the approved budget, disbursement schedule, reporting requirements, and relevant standard provisions. For partnership project proposals, U.S. Embassy will sign a Grant Agreement with the lead organization. The grant will include the list of all partner organizations.

Organizations will receive funds in their bank account in advance and in installments up to 90% of the approved budget. After successful implementation of the project and U.S. Embassy approval of the final narrative and financial report, the organization will receive the final 10% of awarded budget funds, up to the total amount of approved expenses.

Once signed, the Grant Agreement may not be altered without prior approval. Significant changes in the project must be approved in writing by the U.S. Embassy in advance. Significant changes include budget shifts in any budget category exceeding 10 percent, major schedule shifts, and changes in major project activities.

Upon the final approval the NGO will be required to register through the D&B online webform process for US Government Contractors and Grantees at www.dnb.com/ccr/register.html.

Grant award will be in U.S. dollars but will only be transferred in Kuna through bank transactions.

All grants are subject to the availability of congressionally appropriated funds.

3.2. FINANCIAL MANAGEMENT

The NGO must have an acceptable system to account for receipt and expenditure of the funds which will be subjected to pre-award review by the U.S. Embassy. The NGO must prepare an annual financial statement that is an accurate and fair representation of the organization's financial position.

3.3. REPORTING REQUIREMENTS

Regular financial and narrative (progress) reports describing project activities and results will be required. The Grant Agreement will detail the reporting requirements. Recipients must be willing to adhere to the reporting requirements and schedule.

For partnership project proposals, the lead organization will be responsible for submitting financial and narrative reports to the U.S. Embassy.

The disbursement of subsequent grant installments will be contingent on timely and satisfactory submission of the required documentation.

3.4. MONITORING

The PA Section of the U.S. Embassy will monitor grant programmatic and financial performance. The U.S. Embassy reserves the right to review finances and expenditures at any time during the project period, and for three years after the formal project completion and closeout.

3.5. ACCESS TO INFORMATION

All activities under the approved grants are considered to be within the public domain. Any information resulting from grant projects should be publicly available.

3.6. LIMITATIONS

There are certain costs that are unallowable under this award. A detailed discussion of unallowable costs can be found in the OMB A-122 and in the Standard Provisions at:

<http://www.whitehouse.gov/omb/circulars/a122/a122.html>

The following is a list of the most important unallowable costs:

- Promotion of political parties, religious, or commercial interest;
- Loans or credit;
- Distribution to individual persons in need;
- Any activity not declared in the program proposal and approved in the Grant Agreement;
- Fundraising activity;
- Capital investments (purchase of land, buildings, renovation, adaptation of premises, or other infrastructure building);
- Payments to government officials or employees;
- Contingency funds;
- Alcoholic beverages.

Funds spent on this program must be reasonable and allowable in accordance with U.S. Government-mandated regulations (OMB circular A-122). For details, consult the website at:

www.whitehouse.gov/omb/circulars/a122/a122.html